

ABSTRACT OF THE DISCLOSURE

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Data terminal equipment 3₁ receives a bonus-attached file including a shop bonus provided to a user, and a bonus identifier for uniquely identifying the bonus, and stores the bonus identifier included in the bonus-attached file. Data terminal equipment 2₁ previously stores another bonus identifier for uniquely identifying the bonus provided to the user of the data terminal equipment 3₁. Through data communications with the data terminal equipment 3₁, the data terminal equipment 2₁ requests the bonus identifier on the data terminal equipment 3₁ side. If determining that the bonus identifier received from the data terminal equipment 3₁ is as being the same as the data identifier stored therein, the data terminal equipment 2₁ provides the bonus specified by the bonus identifier to the user of the data terminal equipment 3₁. In such a manner, the data transmission system is improved in user's usability with no more need for printing coupons.